

Companies: CCM (music master recording and holding company), CCA (publishing company), and Tyāga (brand endorsement company).

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Starting here with CCM our music production endeavors can be refocused and the development of a label should take precedence. In this brainstorming phase, let's explore some tailored insights:

In discussions with peers, exploring how pricing strategies and business models impact their perception of value in music-related purchases could provide valuable insights. It's an opportunity to share experiences, learn from different approaches, and collectively envision innovative strategies that benefit the industry as a whole.

In the bold tapestry of our creative journey, Christopher Cannon charts a visionary course for a groundbreaking

entertainment franchise. Fueled by unyielding passion and disruptive creativity, this endeavor seeks to weave a seamless tapestry where every company harmonizes to redefine the very fabric of the music production landscape. As I beckon fellow trailblazers – developers, game creators, musicians, artists, and trusted companions alike, to join this audacious expedition, I set the stage for robust marketing maneuvers, effortless collaboration, and a shared mission to obliterate the confines of creativity in our industry. Together, we stand ready to carve out a future where innovation reigns supreme.

Let's dive into our how, and the potential interplay among the companies, considering their roles, collaborations, and the overall synergy within the music production ecosystem.

## **Interplay Among Companies:**

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### **CCM (Music Master Recording and Holding Company):**

#### **Technology Integration:**

- Focus on creating high-quality master recordings for your band and potentially other artists in the future.
- Invest in top-notch recording studios and equipment for high-quality master recordings. [Rigs](#)
- Utilize these general assets; equipment/applications or software to benefit Tyāga Label & future clients extending into

Performances and facilities [Vocal compression and pedalboard](#) (*Little Red*) and the (*Purple Cover*)

- Explore collaborations with other artists, and musicians in an effort to expand within the narrative of performance art/music production tools tailored to our band's unique style.

Tyāga Style [Little Red Monster Setup](#)

### **Strategy:**

- Hold the rights to these master recordings, forming a valuable catalog.

- Partner with affiliates within and outside the music industry, such as Black Experience studios, instrument manufacturers, and application or software companies. The launch team is here to optimize the plan for content and current affiliates; Snowboard (Lib Tech), LEGO, and Apple.

- We continually seek sponsorships from other brands that are aligned with our band's artistic vision and community.

- Collaboration with CCA: CCA has two \$350 artist startup packages. (*Service to be offered to independent t artists looking to begin their music career*)

### **Creating an Innovative Web3 Label or Creative Society (Tyaga)**

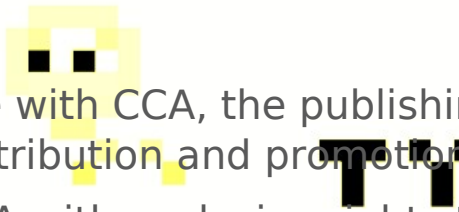
- Consider establishing a label that reflects the band's identity and artistic direction.

- affiliations and sponsorships should align with the company's values, catering to a specific target audience and fostering mutually beneficial partnerships.

- Develop a creative society for musicians, producers, and collaborators to contribute to the band's projects.

- Strategic partnerships, technology integration, and the potential creation of a creative society align with the premium pricing strategy illustrated in the example of a music production software purchase. Let's draw connections:

### **Strategic Partnerships and Technology Integration:**



- Collaborate with CCA, the publishing company, to ensure seamless distribution and promotion of music.

- Provide CCA with exclusive rights to publish and distribute the band's compositions.

- The example emphasized the importance of advanced features like AI integration and virtual reality compatibility.

Similarly, in the strategic partnerships and technology integration section, the focus is on choosing new apps and services that enhance recording, publishing, and brand endorsement processes.

Both scenarios highlight the significance of staying technologically advanced and partnering with tools that contribute to the company's goals.

## CCA: (The Publishing Company)

### CCA Market Segments

- Specialize in publishing, promotions, and distributing the of intellectual property created by the band or artist/musician I.E. (*Musical Compositions*).

- Explore opportunities to publish works from other artists aligned with your label's vision.

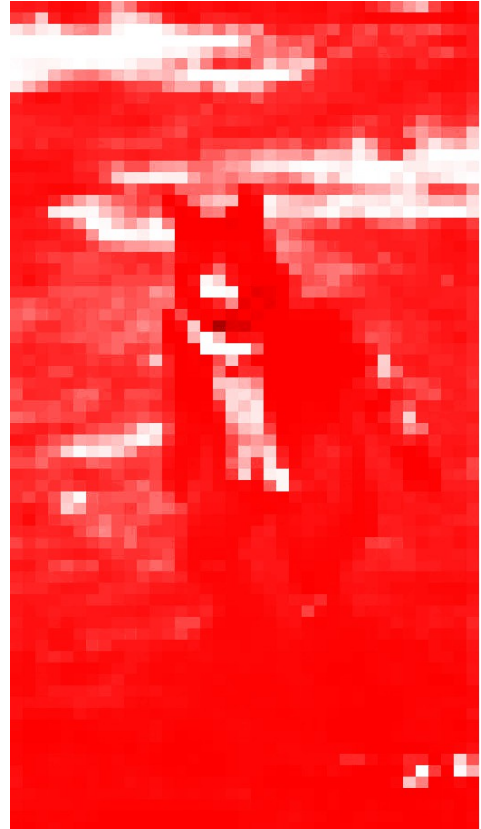
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[publicity\\_contract.docx](#)

[artist\\_recording\\_contract.docx](#)  
[Distribution Mentor Agreement](#)

### **Technology Integration:**

- Utilize digital platforms for efficient music distribution and promotion.

- Explore partnerships with apps that enhance the reach of your band's music.



### **Affiliates and Sponsors:**

- Collaborate with affiliates in the music publishing industry, such as online music platforms.

- Seek sponsorships from brands supportive of emerging musicians and bands.

### **How we make up**

- Collaborate with CCM to obtain exclusive rights to publish and distribute master recordings.
  - Develop joint marketing campaigns to promote both the recorded content and published compositions.
- [personal\\_management\\_contract\\_ii.docx](#)

### **Synergy with Tyāga: (Brand Endorsement Company):**

- Work closely with Tyāga for brand endorsements related to the label's master recordings.(I.E. *created intellectual property*)
- Leverage Tyāga to enhance the visibility and marketability of the band's recorded content.
- Engage Tyāga in strategic brand partnerships related to the Brand (Tyāga) or (tyāga) labels' overarching themes: in development/mentorship/forgiveness, and withdrawal
- Utilize Tyāga to enhance the visibility of Product lines (*Trappist System App*), *Purple Cover Playback*, *Youtube Series*, and documentary “*Alchemy unveiled*”, Etc through influencer collaborations.

### **Tyāga: (Brand Endorsement Company)**

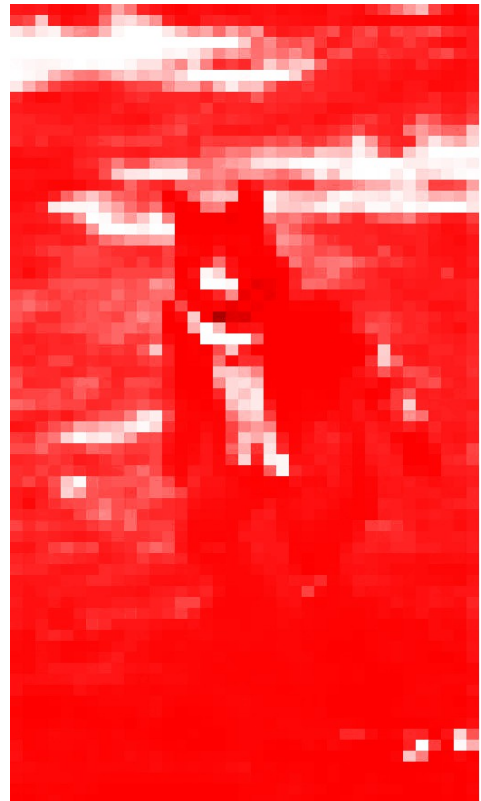
- Specialize in securing brand endorsements for your band and potentially other artists.
- Explore collaborations with brands interested in associating with the band's image.
- Collaboration with conglomerate CCM and CCA, and future partner companies

- Collaborate with CCM to align brand endorsements with the band's master recordings.
- Partner with CCA to integrate brand endorsements into promotional campaigns for published compositions.
- Redbubble store, Chucks Barn NFT, and Indiana Buckley Archives

## **Synergy Across the Ecosystem:**

### **Leverage:**

- Leverage brand endorsements to create a unified brand image for the band and the entire music production ecosystem.
- Explore cross-promotions, where brand endorsements are tied to exclusive releases and events.
- Define the overarching goal of elevating the music production industry through collaborative efforts.
- securing Cryptocurrency or blockchain-based integrations that secure and streamline payments to both artists/employees/fans
- Using in app currencies in this way to add value for our music app(Trappist System) as well as the broader communities and markets dev eloping in this sector. Web 3, Blockchain, and emerging tech.



### **Ownership and Governance:**

- Establish clear ownership structures for each company, considering potential future expansion.
- Define governance structures that encourage collaboration and decision-making aligned with the collective vision.

### **Soul soul soul**

- Develop a comprehensive revenue-sharing model that benefits all companies involved.
- Outline guidelines for forming partnerships, ensuring they align with the shared goals and values.

### **Intellectual Property Rights:**

- Clearly define intellectual property rights for master recordings, compositions, and brand endorsements.
- foster a sustainable and mutually beneficial ecosystem.
- Ensure that artists, composers, and brand partners understand their respective rights within the ecosystem.
- Include mechanisms for regular reviews and adaptations to stay agile in a dynamic industry.

**This interplay and foundational work aim to create a cohesive and synergistic ecosystem where each company complements the others, contributing to a thriving music production landscape. It sets the stage**



**for seamless collaboration, effective marketing strategies, and a shared mission to push the boundaries of creativity in the industry.**

### **Tyāga (Continuity)**

- Develop a label that positions your band as a brand with a distinct image.
- Establish a creative society where your band members and influencers collaborate on brand endorsement campaigns.
- Implement fair revenue-sharing models for artists, ensuring they are fairly compensated.
- Explore innovative revenue streams, such as exclusive releases or merchandise tied to your band's brand.
- Continuously evaluate the effectiveness of chosen apps, services, and partnerships for music promotion.
- Adapt strategies based on the band's evolving style, industry trends, and fan engagement.

### **Regular Review and Adaptation:**

- The final point is regular review and adaptation we will be needing need for continuous assessment and adjustment to meet evolving industry trends, market demands, and the growth of the creative society or customer base.